



Connective Cities Lab

OCT 31ST - NOV 23RD 2021

Creative innovative
multifuncional center

Design
Thinking

1 WHO are you helping?

Meet Minica



market

She is a 29yrs old **creative** professional from Serbia

Creative innovative multifuncional center

- Creatig an opportunity to grow her own brand
- How can we help Milica make a creative career in her own hometown
- Belong to a community that can be more innovative and drive change
- How might we help Milica to find a community that can support her to consolidate her creative industries' business so she can grow as a profesional and entrepreneur in Serbia.



WHAT is their problem?

3 HOW is it addressed currently?

40+ coworking centered but none with focus on creative industries

Creative Industrie 7,5% of the
Serbian DGP
127.000



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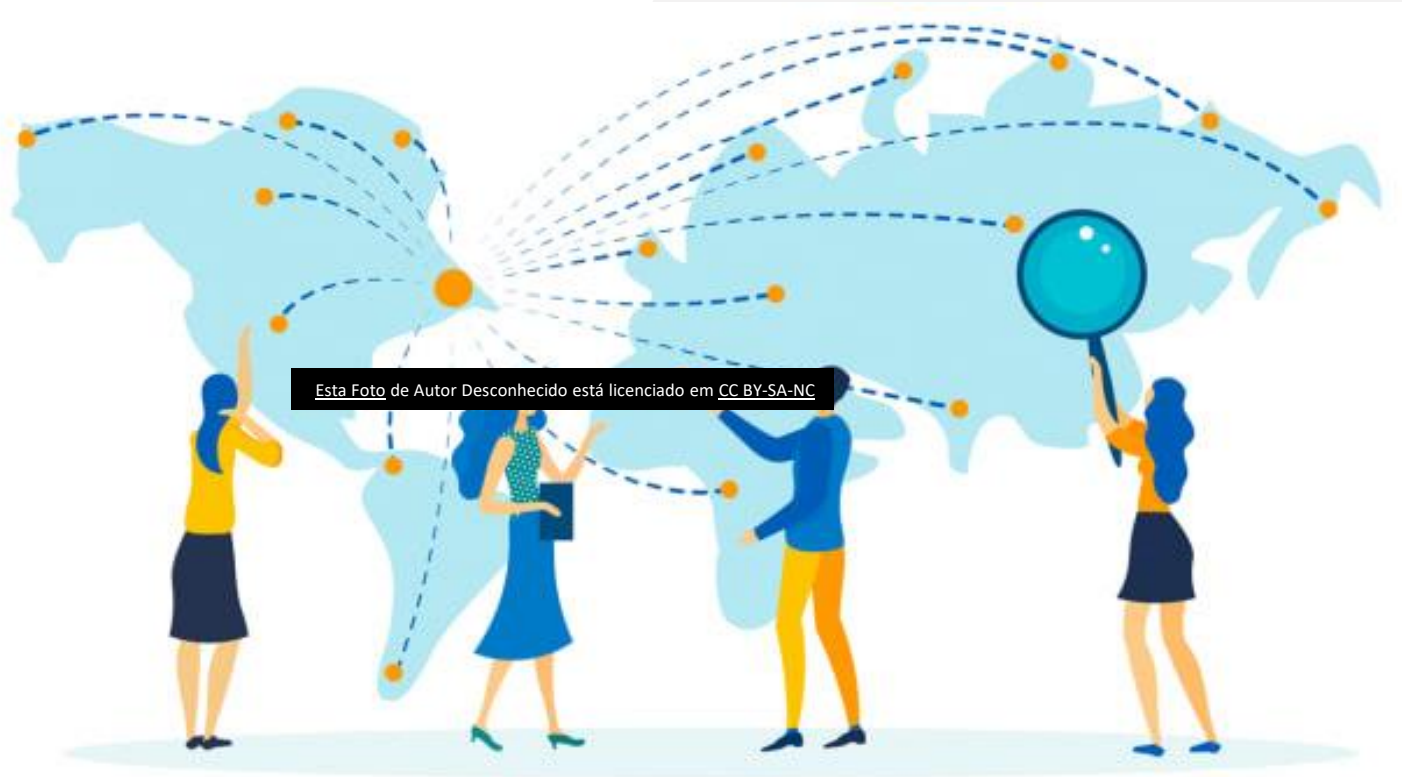
4 HOW will you address it more holistically?

We plan to intergrade Universities , Businesses, Creative People in one place.

1 Million Euro



5 HOW much does it cost?



Because we unite the perspectives from Brasil, Mexico, Serbia and Kenya in this pitch.

6 WHY YOU (your team)?

7 HOW will you ensure sustainable impact beyond your intervention?



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We will invite international agencies to be our tenants.



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